

Program-Level Operational Effectiveness Goals Matrix Academic Year 2024-25

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark (e.g., 80% will achieve a rating of 5)	Data Summary	Assessment Results: Does not meet expectation Meets expectation Exceeds expectation Insufficient data
OEG 1: To optimize undergraduate enrollment and retention			
Measure 1: Graduation/Retention Rates/Job Placement	Eighty percent (80%) Senior Seminar students enrolled during the 2024-2025 academic year will graduate from the sport management program.	Graduation rates will be available by mid - November 2025.	Insufficient data
OEG 2: To positively prepare students for internship and entry-level positions			
Measure 2: Senior Exit Interview	Eighty percent (80%) of the students will indicate they were prepared to apply critical thinking skills to solve problems and make managerial decisions through the integration of theory and practice.	81.25 percent (13/16) of the students responded they were extremely or very prepared.	Meets Expectation
OEG 3: To maintain COSMA Accreditation			
Measure 1: COSMA Annual and Public Disclosure Reports	Submit reports by or before July 31 st and upload the Public Disclosure report to the SRU website by or before December 31 st each year.	Submitted COSMA Annual and Public Disclosure Reports. The reports will be uploaded to the website during Fall 2025	Meets Expectation
Measure 2: COSMA Reaffirmation of accreditation Self-study and Site-Visit	Submit the self-study and conduct the site visit during 2025.	Submit the self-study and conduct the site visit during 2025.	Meets Expectation

OEG 4: To maintain and establish relationships with sport organizations.			
Measure 1: Internship Placement	Ninety (90%) percent of SPMT students will be placed in internships during senior seminar.	97% (32/33) of SPMT Senior Seminar students during fall 2024 and spring 2025 were placed in internships (See Appendix J)	Exceeds Expectation
Measure 2: Alumni Advisory Board	Sport Management Alumni Advisory Board (SMAAB) will meet twice during the academic year to provide feedback about SPMT program and curriculum.	SMAAB held Zoom meetings during fall 2024 and spring 2025 semesters. (See Appendix K)	Meets Expectation
OEG 5: To increase faculty resources.			
Measure 1: University Approval to hire a replacement for retiring faculty member	Develop request/proposal to hire faculty.	A full-time tenure track faculty member was hired to begin in Fall 2025	Meets Expectation
Measure 2: University Approval to hire a new faculty member	Develop request/proposal to hire faculty.	A request to hire a temporary full-time faculty was submitted during the summer of 2025 (See Appendix L)	No Data to Assess

Operational Effectiveness Goals Narrative:

Narrative – The transition to becoming part of the Department of Communication, Media, and Sport Management has gone smoothly. The SPMT program still maintains its own budget. The faculty are still in the process of ensuring the vision, mission, goals, objectives, outcomes, and strategic plan align with the department, college, and university. There is the opportunity to further develop practicum and internship databases for student use, as well as collaborations with alumni to assist in stronger placements. As the numbers of majors and minors increase, enrollment in the sport management courses has increased, along with advising responsibilities. This presents challenges to adequately meet research and service expectations. It is also challenging to put forth innovative changes to the curriculum with faculty teaching overloads.

OEGs THAT MEET OR EXCEED EXPECTATION

The expectations for the following OEG measures were met, and/or exceeded:

- OEG 2: Senior Exit Interview
- OEG 3: COSMA Annual and Public Disclosure Reports
- OEG 4: Internship Placement and Alumni Advisory Board
- OEG 5: Faculty resources

While we are pleased with meeting these measures, the faculty will continue to assess areas for improvement. As the enrollment continues to increase, the department has submitted a proposal to hire another faculty member for Fall 2026.

EXPLANATION FOR OEGs WITH INSUFFICIENT DATA

Narrative – The Office of Analytics and Decision Support compiles the Graduation/Retention Rates data. Slippery Rock University is in the process of migrating to OneSys and as a result, this data will not be available until mid-October or November.

OEG 5.2 – The decision to hire a new faculty member for Fall 2026 has not been finalized. A new Dean of the College of Business was hired in June of 2025 and will make a final determination on this position during the 2025-2026 academic year based on program enrollment, university resources, and other relevant factors.